

CDC's Office on Smoking and Health (OSH) collaborated with the National Institutes of Health's National Cancer Institute (NCI) to create the [National Texting Portal](#). The Portal connects adults interested in quitting tobacco with state or national (NCI's SmokefreeTXT) text messaging cessation services. The portal is intended to enhance and work in partnership with state-based tobacco control cessation programs. Promotions of the National Texting Portal began with CDC's 2022 *Tips From Former Smokers*® (*Tips*®) campaign on February 28, 2022.

This preliminary data is provided monthly to state tobacco control programs and national partners. Please note that 2022 is the first year the National Texting Portal is available for wide public use and being promoted as part of CDC's 2022 *Tips* Campaign.

Considerations in reviewing this data include that the 2022, 2023, 2024, and 2025 *Tips* Campaign promotions for the National Texting Portal do not occur during all weeks of the campaign, promotions may vary in intensity, and promotions are limited to a single platform over the course of the campaign.

For questions regarding NCI-reported data, please contact [NCInfo@nih.gov](mailto:NCInfo@nih.gov).

## English National Text Portal State Data: May 2025

English National Texting Portal Data for US States: Number of users who texted their zip code, total clicks on a URL to access state text cessation services, and number of users who enrolled in SmokefreeTXT (i.e., provided a quit date).

**NOTE:** AK, CT, DE, FL, GA, IN, LA, ME, MD, MS, NJ, NM, NC, OK, OR, SC, TX, VA, WA, DC, and WI pointed to SmokefreeTXT instead of a state website from February 1-March 26, 2024 while one of the state providers adjusted their website text messaging offerings.

State	May 1-31, 2025			Total – 2022-2025		
	Texted Zip Code <sup>a</sup>	Number of Clicks on State URL <sup>b</sup>	Enrolled in SmokefreeTXT <sup>c</sup>	Texted Zip Code <sup>a</sup>	Number of Clicks on State URL <sup>b</sup>	Enrolled in SmokefreeTXT <sup>c</sup>
AK	10	9	0	109	91	6
AL <sup>+</sup>	136	135	3	1,834	616	642
AR <sup>*</sup>	124	N/A	60	1,425	N/A	727
AZ <sup>+</sup>	97	95	3	1,172	942	85
CA <sup>d</sup>	318		10	3,395	1,508	89
CO <sup>+</sup>	79	71	0	986	848	59
CT	45	44	1	639	519	56
DC	18	18	1	159	142	11
DE	20	17	0	225	178	12
FL	313	299	3	2,971	2,406	131
GA <sup>+</sup>	325	314	8	3,442	2,468	402
GU <sup>*</sup>	1	0	0	3	N/A	-
HI	9	11	0	115	110	2

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IA	30	27	2	508	469	17
ID	35	36	0	394	354	6
IL*	192	N/A	105	2,322	N/A	1,223
IN	183	165	3	1,998	1,569	126
KS	60	60	0	617	574	16
KY	127	122	3	1,570	1,384	43
LA	109	98	4	1,103	835	113
MA	56	55	2	903	809	25
MD	101	96	4	1,286	1,043	97
ME	21	20	0	240	192	13
MI	192	186	2	2,253	1,975	109
MN	61	57	2	761	684	21
MO	146	111	1	1,851	1,620	34
MS	121	126	3	1,192	927	115
MT	20	18	0	219	203	9
NC	254	254	3	2,920	2,332	236
ND	9	10	0	143	139	3
NE	36	37	0	513	469	23
NH	9	9	0	285	258	1

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NJ <sup>+</sup>	76	66	0	1,116	846	105
NM	42	40	0	533	433	30
NV	64	64	2	809	704	15
NY <sup>+</sup>	262	254	5	4,982	4,407	98
OH	264	254	4	2,972	2,624	74
OK	68	72	1	850	669	59
OR	59	56	1	738	568	71
PA	244	242	4	2,952	2,614	88
PR <sup>*</sup>	4	N/A	1	24	N/A	9
RI <sup>+</sup>	6	6	0	198	154	14
SC	161	158	2	1,873	1,503	149
SD <sup>*</sup>	8	N/A	4	156	N/A	89
TN <sup>+</sup>	198	188	6	2,281	773	794
TX	495	471	9	5,684	4,288	461
UT	39	37	1	478	438	8
VA	150	140	4	1,740	1,379	138
VT	5	4	0	73	61	2
WA	92	95	1	1,314	1,039	112
WI <sup>+</sup>	75	77	0	1,088	859	89

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WV*	59	N/A	26	888	N/A	443
WY	6	6	1	86	81	2
<b>TOTAL</b>	5,634	4,730	295	68,388	49,104	7,302

\*States routed to NCI's SmokefreeTXT program

+ New York was changed from a state that routed to SmokefreeTXT to a state that provided a link to state text cessation resources within the March 2023 reporting period; RI, CO, and WI were switched in January 2023; GA, NJ, AZ, were switched in February 2023; AL and TN were switched in November 2024.

<sup>a</sup>This is the total unique persons who entered a zip code.

<sup>b</sup>This is the total number of clicks and not the number of unique persons who clicked on the URL, so click totals may be higher than unique users.

<sup>c</sup>This is the number of unique individuals who enrolled in SmokefreeTXT (i.e., set a quit date). Note: For states who have their own texting services (i.e. National Texting Portal routes to the state's URL) a text is sent 24 hours later asking if they found what they were looking for and if they reply "no" they are offered enrollment in SmokefreeTXT.

<sup>d</sup>For California, users were routed to sign up for QUITNOWCA via SMS shortcode and not via a state link.

## Spanish National Text Portal State Data: May 2025

Spanish National Texting Portal Data for US States: Number of users who texted their zip code, total clicks on a URL to access state text cessation services, and number of users who enrolled in SmokefreeTXT (i.e., provided a quit date).

**NOTE:** Starting in July 2024, Arizona, Colorado, Hawaii, Idaho, Iowa, Kansas, Kentucky, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, North Dakota, Ohio, Pennsylvania, Rhode Island, Utah, Vermont, and Wyoming now link to state-based Spanish language programs. Previously, all states routed to SmokefreeTXT en Espanol.

State	May 1-31, 2025			Total- 2022-2025		
	Texted Zip Code <sup>a</sup>	Number of Clicks on State URL <sup>b</sup>	Enrolled in SmokefreeTXT <sup>c</sup>	Texted Zip Code <sup>a</sup>	Number of Clicks on State URL <sup>b</sup>	Enrolled in SmokefreeTXT <sup>b</sup>
AL	0	0	0	1	0	1
AR	0	0	0	6	0	5
AZ	0	0	0	27	3	16
CA	4	0	3	80	0	50
CO	1	0	1	15	2	7
CT	1	0	1	5	0	4
DC	0	0	0	2	0	0
DE	0	0	0	1	0	0
FL	2	0	1	212	0	88
GA	0	0	0	14	0	12
IA	0	0	0	1	0	0
IL	2	0	0	48	0	16
IN	0	0	1	3	0	3
KS	0	0	0	6	0	2
KY	0	0	0	1	0	0
LA	0	0	0	2	0	0
MA	0	0	0	10	0	7
MD	1	0	1	18	0	6
MI	0	0	0	4	1	3
MN	0	0	1	0	0	1
MO	0	0	0	3	0	0
MS	0	0	0	1	0	1

State	May 1-31, 2025			Total- 2022-2025		
	Texted Zip Code <sup>a</sup>	Number of Clicks on State URL <sup>b</sup>	Enrolled in SmokefreeTXT <sup>c</sup>	Texted Zip Code <sup>a</sup>	Number of Clicks on State URL <sup>b</sup>	Enrolled in SmokefreeTXT <sup>b</sup>
MT	0	0	0	1	0	2
NC	0	0	1	11	0	8
NE	0	0	0	3	0	0
NJ	0	0	3	43	0	19
NM	0	0	0	7	0	6
NV	2	0	0	44	9	7
NY	3	0	0	84	3	34
OH	0	0	1	2	1	1
OK	0	0	0	1	0	0
PA	0	0	0	26	1	7
PR	5	0	1	84	0	25
OH	0	0	0	2	0	2
OR	0	0	0	2	0	1
SC	0	0	0	4	0	5
TN	0	0	0	5	0	5
TX	6	0	6	218	0	89
UT	0	0	0	4	0	2
VA	0	0	0	12	0	6
WA	0	0	0	3	0	4
WI	1	0	0	5	0	3
<b>TOTAL</b>	28	0	21	1,021	20	447

<sup>a</sup>This is the total unique persons who entered a zip code.

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<sup>c</sup>This is the number of unique individuals who enrolled in SmokefreeTXT (i.e., set a quit date).